

## Custom Incentive Application for Business Customers

A Cash Incentive Energy Efficiency Program brought to you by:



### Instructions for Use:

*For complete instructions, please refer to the Terms and Conditions on pages 5 – 6.*

1. Complete and sign the application for your proposed project. Submit the completed application and the following required documentation to The Utility for pre-approval (see contact information below):
  - a. Descriptions of the existing and proposed equipment or measure.
  - b. Calculations of estimated demand and energy savings, along with documentation of assumptions.
  - c. Certification of the calculations and measures proposed.
2. The Utility will schedule a site visit for verification of equipment.
3. **After The Utility provides a written Preapproval of Custom Rebate**, purchase and install the equipment or measure.
4. **Within 90 days of the equipment being installed and operational**, submit copies of itemized invoices (including costs, quantities, makes, model numbers, and sizes) along with manufacturer's specification sheets showing efficiency ratings for all equipment. Also submit updated calculations of demand and energy savings, if applicable.
5. The Utility will schedule a post-inspection site visit.
6. Please allow 6 to 10 weeks for final review and processing of your completed application and payment of eligible incentives.

Email the application and all supporting documentation to: [rebate@amu1.net](mailto:rebate@amu1.net)

Or, mail, fax or deliver the application and supporting documentation to:

Atlantic Municipal Utilities  
15 W 3rd Street  
Atlantic, IA 50022  
Phone: (712) 243-1395  
Fax: (712) 243-2028

Please note: Atlantic Municipal Utilities and its supplemental power supplier, Missouri River Energy Services, are offering this Bright Energy Solutions Program. Atlantic Municipal Utilities and Missouri River Energy Services together will be referred to as "The Utility" throughout this document.



For more information about the Bright Energy Solutions® program visit: [www.brightenergysolutions.com](http://www.brightenergysolutions.com)

Customer Information (Please Print)				
Company Name		Contact Name		Date Submitted
Installation Address		City	State	ZIP Code
Mailing Address		City	State	ZIP Code
Phone	Utility Account Number	Installation Completion Date	Is the Space Air Conditioned? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Email*			(*Providing your email address grants The Utility permission to email you regarding this project or our incentive programs.)	
<b>Building Use:</b> <input type="checkbox"/> Office <input type="checkbox"/> Restaurant <input type="checkbox"/> Retail <input type="checkbox"/> Grocery Store <input type="checkbox"/> School (K-12) <input type="checkbox"/> College <input type="checkbox"/> Lodging <input type="checkbox"/> 24-Hr Facility <input type="checkbox"/> Manufacturing <input type="checkbox"/> Warehouse <input type="checkbox"/> Healthcare Clinic <input type="checkbox"/> Hospital <input type="checkbox"/> Other (Describe): _____				
<b>Facility Hours of Operation:</b>	(A) Hours per Day	(B) Days per Week	(C) Weeks per Year	(D) Annual Hours (A x B x C)

Vendor / Contractor Information				
Company Name		Contact Name	Phone	Fax
Address		City	State	ZIP
Email*			(*Providing your email address grants The Utility permission to email you regarding this project or our incentive programs.)	

Payment Information			
Please process payment to: <input type="checkbox"/> Customer (listed above) <input type="checkbox"/> Vendor / Contractor (listed above) <input type="checkbox"/> Alternative Recipient*			
<i>(*If payment is to be made to an Alternative Recipient, please complete the remainder of this section.)</i>			
Company Name		Contact Name	Phone
Address		City	State    ZIP

**IMPORTANT NOTICE REGARDING LED LIGHTING:**

All LED products must be ENERGY STAR®-certified or DesignLights™ Consortium-approved to be considered for incentives. For details, contact your local utility representative or visit [www.energystar.gov](http://www.energystar.gov) and [www.designlights.org](http://www.designlights.org).

## Project Information

**IMPORTANT:** If not included below, detailed calculations and assumptions must be attached with this application, and must be sufficient to verify the demand and energy reductions claimed. Attach additional supporting documents and specifications as necessary.

Please describe, in detail, the **EXISTING** or **BASELINE** equipment (quantity, make, model, type, efficiency rating, wattage, etc.):

Please describe, in detail, the **PROPOSED** equipment (quantity, make, model, type, efficiency rating, wattage, etc.):

The proposed equipment is (check one):  New Equipment  Retrofit Equipment  Replace Failed Equipment  
 (Retrofit Equipment is a replacement of *working* equipment. Replace Failed Equipment is replacing equipment that is no longer functioning.)

## kW (Demand) Reduction Incentive Calculation

*The custom incentive is \$300 per average kilowatt (kW) saved during utility peak hours, which are defined as weekdays between the hours of 1pm and 8pm during the months of June, July, August, and September. Equipment must operate 1500 hours annually and must operate regularly during the peak hours defined above in order to qualify. All custom incentives are limited to 75% of total project cost, or 100% of material cost if self-installed.*

kW Demand of Existing Equipment (A) \_\_\_\_\_ (If there is no existing equipment, use kW demand of base model comparison.)

kW Demand of Proposed Equipment (B) \_\_\_\_\_

kW Demand Saved (A - B) = \_\_\_\_\_ (C)      kW Saved (C) x      Annual Hours of Operation = \_\_\_\_\_ Annual kWh Saved (D)

kW Demand Saved (C) x \$300 = \_\_\_\_\_ kW Incentive

## kWh (Energy) Reduction Bonus Incentive (NON-LIGHTING projects only):

**Non-lighting measures** qualify for a bonus incentive of \$0.01 per annual kWh saved. Projects that do not realize a kW reduction are not eligible for the bonus kWh incentive.

\_\_\_\_\_ Annual kWh Saved (D) x \$0.01 = \_\_\_\_\_ kWh Bonus Incentive

## TOTAL INCENTIVE:

kW Incentive \_\_\_\_\_ + kWh Bonus Incentive (if eligible) \_\_\_\_\_ = TOTAL INCENTIVE: \_\_\_\_\_

## Certifications and Signature

I hereby certify that: 1. The information contained in this application is accurate and complete; 2. All installation is complete and the unit(s) is operational prior to submitting application; 3. All rules of this incentive program have been followed, and 4. I have read and understand the terms and conditions applicable to this incentive program as set forth in this application, including those set forth on pages 7 and 8 below.

The customer agrees to verification of equipment installation which may include a site inspection by a program or utility representative. The customer understands that it is not allowed to receive more than one incentive from this program on any piece of equipment. The customer agrees to indemnify, defend, hold harmless and release The Utility from any claims, damages, liabilities, costs and expenses (including reasonable attorneys' fees) arising from or relating to the removal, disposal, installation, or operation of any equipment or related materials in connection with the programs described in this application, including any incidental, special or consequential damages.

Please sign and complete all information below:

Customer Signature		Date
Print Name	Title	

<b>Member Utility Use Only</b>				Date Received:
Pre-Inspected?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Date Pre-Inspected:	Initials:
Post-Inspected	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Date Post-Inspected:	Initials:
Incentive Approved	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Amount :\$	Date Approved:
Utility or Program Representative				
BESTraK Control #				

## TERMS AND CONDITIONS

### 1. Eligibility:

- a) These incentives are offered by Missouri River Energy Services and its participating members. For questions regarding eligibility, call your local utility listed on the cover page of this application.
- b) Commercial, industrial, and governmental customers who purchase electricity from The Utility are eligible to participate in the Bright Energy Solutions® Custom Incentive Program. Eligible equipment must be connected to an electric service billed under a commercial or industrial rate class by The Utility.
- c) Equipment or measures installed under the Custom Program must result in a reduction in electric load due to improvement in system efficiency. Control upgrades may qualify.
- d) All projects must be pre-approved and receive a written Custom Rebate Preapproval to qualify for an incentive. Equipment ordered, purchased or installed prior to approval will not qualify unless special exception is made by The Utility, at its discretion.
- e) Equipment must operate a minimum of 1500 hours annually to be eligible.
- f) All installations must be permanent.
- g) Measures with less than a 5 year useful life or projects eligible for other Bright Energy Solutions programs are not eligible.
- h) All installations must meet federal, state and local electrical code and building code requirements.
- i) Customer is responsible for proper disposal and recycling of any hazardous material and old or removed equipment.
- j) Customers may not receive more than one incentive for each piece of equipment installed under this program or any combination of Bright Energy Solutions programs.
- k) This program is applicable only to projects and equipment that meet the detailed specifications and requirements of this application. The Utility will determine, at its discretion, whether such specifications and requirements have been satisfied.
- l) Projects shall provide savings to the utility for the life of the equipment. If the applicant ceases to be a customer of The Utility, or the equipment is removed prior to the end of the useful life of the equipment, the applicant may be required to return a prorated amount of the incentive, if requested by The Utility.
- m) The following projects do *not* qualify for Custom Incentives:
  - Back-up or redundant equipment;
  - Products required by code;
  - Projects involving fuel switching;
  - Projects involving operational or settings changes with no capital cost;
  - Power generation projects;
  - Peak shifting or load shedding projects;
  - Renewable projects.

### 2. Application:

- a) This program is offered January 1 through December 31. This incentive offer can be changed or withdrawn at any time without notice and is available on a first-come, first-served basis.
- b) All sections of the incentive application must be read, completed in its entirety, signed and submitted to The Utility for pre-approval. After project completion, the customer must resubmit the application form with updated calculations for demand and energy savings.
- c) Data contained in the application must be sufficient to verify the size, efficiency, costs, and assumptions and calculations for demand and energy savings described in the application. The customer must provide additional data reasonably requested by The Utility.
- d) Demand and energy savings calculations and assumptions must be certified by a qualified individual representing the customer.
- e) The customer must submit copies of all project invoices, specifying materials/equipment purchased (including make, model, size, efficiency rating, quantity purchased, etc.), date ordered, installation costs, and disposal costs for old equipment, if applicable.
- f) Updates of the application must be submitted to The Utility within 90 days after project installation is complete.

### 3. Compliance:

- a) All projects must comply with federal, state, and local codes.
- b) All equipment must be new or retrofitted with new components per the program specifications. Used or rebuilt equipment is not eligible for incentives. Existing equipment must be removed and properly disposed of.
- c) Equipment must meet specification requirements and be purchased, installed and operating prior to resubmitting the application for payment.
- d) Customers may only receive one incentive per piece of qualifying equipment.
- e) All terms and conditions of this application must be satisfied by the customer.

### 4. Incentives:

- a) Incentives apply only to new equipment that is installed in facilities that are served electrically by The Utility.
- b) Equipment installations are subject to inspection by utility personnel before and after installation and prior to approval of an incentive.
- c) The Utility reserves the right to revise incentive levels and/or qualifying efficiency levels at any time. Projects that were pre-approved prior to the effective date of changes will be eligible for the incentive amount at the time the application was filed or for the new incentive amount, whichever is higher. Projects that have not been pre-approved prior to the date of changes to the incentive will be eligible for the new incentive amount only.

- d) The customer assumes all responsibility for any tax consequences resulting from an incentive payment under this program.
  - e) The Utility reserves the right to limit any incentive amount or make adjustments to correct incentive calculations or assumptions, in its discretion.
  - f) The Utility reserves the right to disqualify any type of equipment from this program.
  - g) Incentive payments are limited to \$25,000 per calendar year per customer under the Custom Program. Payments for larger incentives may be allowed at the discretion of The Utility and, if permitted, may be paid in increments over more than one year. Incentives will be paid on a “first-come, first-served” basis. The minimum incentive application is \$500.
  - h) Customers may not receive more than one incentive for each piece of equipment installed under this program or any other Bright Energy Solutions program.
  - i) **The total incentive is limited to 75 percent of the project cost, including installation. If self-installed, incentives for items of equipment can be up to the purchase price of a specific item, but shall not exceed the Bright Energy Solutions incentives set by Missouri River Energy Services.**
5. **Payment:** Once completed paperwork is submitted, incentive payments are usually made within 6-10 weeks. Incomplete applications will either delay payments or be denied. The Utility reserves the right to refuse payment and participation if the customer or the customer’s contractor violates program rules and procedures.
6. **Inspection:** Equipment installations are subject to inspection by utility personnel before and after installation and prior to approval of an incentive. The Utility may inspect customer records relating to incentives sought by the customer.
7. **Information Sharing:** The Utility reserves the right to publicize your participation in this program, unless you specifically request otherwise in writing. Information contained in this application may be shared with state boards, commissions, departments, and with other Bright Energy Solutions participating utilities.
8. **Program Discretion:** Incentives are available on a first-come, first-served basis. This program and its incentive amounts are subject to change or termination without notice at the discretion of The Utility. Neither pre-approval of a project, nor any other action by The Utility, will entitle a customer to an incentive payment until the application is finally approved by The Utility.
9. **Logo Use:** Customers or trade allies may not use the name or logo of Bright Energy Solutions, The Utility, or any other participating utility in any marketing, advertising, or promotional material without written permission.
10. **Disclaimers:** The Utility:
- a) does not endorse any particular manufacturer, product, labor or system design by offering these programs;
  - b) will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;
  - c) does not expressly or implicitly warrant the performance of installed equipment or any contractor’s quality of work (contact the equipment manufacturer or contractor for warranties);
  - d) is not responsible for the proper disposal/recycling of any waste generated as a result of this project;
  - e) is not liable for any damage, injury, or loss of life arising from or relating to the removal, installation, or operation of any equipment, or any other action taken by the customer or The Utility, in connection with a project undertaken by the customer under the program described in this application;
  - f) does not guarantee that a specific level of energy or cost savings will result from the implementation of energy efficiency measures or the use of products funded under this program.